In November 2012, Representative Aaron Schock was elected to a third term in Congress representing the 18th district of Illinois. In this assignment, you will identify and explain the advantages that Aaron Schock, as the incumbent, had in the 2012 Congressional Elections and present your findings in a two-page (minimum) double-spaced essay that uses Times New Roman size 12 font and 1-inch margins.

Specifically, your essay (at minimum) should contain a discussion of the following:

* Advertising
  + *How does Schock make himself known to his constituents?*
  + *How does Schock employ technology to aid in advertising?*
* Credit Claiming
  + *How does Schock use casework to perform services for his constituents?*
  + *How does Schock use pork barrel spending to benefit his district?*
* Position Taking
  + *How does Schock promote himself as experienced, hardworking, trustworthy, or having benefited his constituents and his district?*
  + *Select one issue from Schock’s website and summarize his position on this issue. How does his position on this issue appeal to voters in the 18th Congressional district?*
* Opponents
  + *Who was/were Schock’s opponent(s) in the 2012 Congressional election? Were they a strong opponent(s)? Why or why not?*
* Campaign Spending
  + *How much money did Schock raise and spend in the 2012 election cycle?* 
    - *Who were some of the top contributors to his campaign?*
    - *How did he spend his money?*
  + *How much money did his opponent(s) raise?*

Please cite all sources used in your essay.

Make sure all data used is from the 2012 election

Helpful Resources:

* [Aaron Schock's Website](http://schock.house.gov/)
* [Open Secrets – 18th Congressional District Election Overview](http://www.opensecrets.org/races/summary.php?id=IL18&cycle=2012)
* [Open Secrets – Aaron Schock Overview](http://www.opensecrets.org/politicians/summary.php?cid=N00029273)
* Research endorsements he received from newspapers such as *The Peoria Journal Star, The Springfield State Register, or The Chicago Tribune*
* Try to find Schock campaign videos on YouTube or his website

Grading:

* \_\_\_\_\_ / 30 points: Essay contains a thorough discussion of the minimum informational requirements and demonstrates understanding of each topic.
* \_\_\_\_\_ / 5 points: Sources used are reliable, current, and cited
* \_\_\_\_\_ / 5 points: Essay uses correct spelling and grammar